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1. (original) A printer including a transceiver adapted to communicate with transponders, comprising:
a printhead;
a media conveyance adapted to transport a series of discrete media to said printhead and through a transponder operating region, at least some of said media including a transponder;
a near field coupler configured to generate a near field effect to couple with the transponder for data transfer;
the near field coupler having a plurality of lines electrically interconnected in parallel, and a spaced away ground plane.
2. (original) The printer defined by claim 1 wherein the near field coupler is formed as traces on a printed circuit board.
3. (original) The printer defined by claim 1 wherein the near field coupler has a characteristic impedance and the near field coupler is terminated by a terminating resistor having a different characteristic impedance.
4. (original) The printer defined by claim 1 wherein the plurality of lines are arranged parallel to each other.
5. (original) The printer defined by claim 1 wherein at least one of the plurality of lines has a zig-zag configuration.
6. (original) The printer defined by claim 1 wherein said printhead is positioned and configured to print on or adjacent said transponder while it is still in said transponder operating region.

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7. (original) The printer defined by claim 1 wherein said printhead is positioned and configured to print on or adjacent said transponder when it is outside of said transponder operating region.

8. (original) The printer defined by claim 1 adapted to feed a web of spaced transponders through said transponder operating region, and wherein said printer communicates with a transponder located in said transponder operating region but concurrently not with another transponder located outside of said transponder operating region.

9. (currently amended) A system comprising an RFID transceiver and adapted to communicate exclusively with a single transponder located in a predetermined transponder operating region, said system comprising:

a near field coupler having a spatially selective near field property extending into the transponder operating region;

the system configured to establish at predetermined transceiver power levels a mutual coupling which is selective exclusively for a single transponder located in said transponder operating region.

10. (original) The system defined by claim 9 wherein the near field coupler has a plurality of electrically parallel lines.

11. (original) A method of establishing communication between a transceiver and a single transponder located in a predetermined confined transponder operating region, comprising:
generating a near field in an transponder operating region which varies in response to a radio frequency input signal; and
establishing at predetermined power levels of the transceiver a mutual coupling which is selective exclusively for a single transponder located in said transponder operating region.

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12. (original) The method defined by claim 11 including locating forming the near field with a

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